

**REVOCATION AND REAPPOINTMENT OF POWER OF ATTORNEY
AND CHANGE OF CORRESPONDENCE ADDRESS**

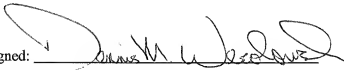
Mattel, Inc. hereby revokes all previous powers of attorney for any and all of its intellectual property matters for which the practitioners of Kolisch Hartwell, P.C. (USPTO Customer No. 23581) were the practitioners of record as of March 6, 2009. In their place, Mattel, Inc. hereby appoints the attorneys at DASCENZO INTELLECTUAL PROPERTY LAW, P.C. (USPTO Customer No. 78569) as its attorneys for each of these matters. As of the date listed below, these practitioners include: David S. D'Ascenzo, Reg. No. 39,952, and Ian D. Gates, Reg. No. 51,722.

Attached with this document, and incorporated herein, is a Schedule of U.S. patent applications, U.S. patents, and PCT patent applications, as applicable, for which this revocation and reappointment applies. Mattel, Inc. is the applicant and/or assignee of the entire right, title, and interest in the intellectual property matters listed on the attached Schedule.

Please change the correspondence address for all of the applications, patents, and registrations on the attached Schedule to the address below, which is associated with USPTO Customer Number 78569.

DASCENZO INTELLECTUAL PROPERTY LAW, P.C.
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Date: 6/1/2009

Signed: 

Name: Dennis M. Wesolowski

Title: Assistant Secretary

SCHEDULE OF INTELLECTUAL PROPERTY MATTERS OF MATTEL, INC.

PATENT MATTERS

U.S. Patent Application Serial Nos.:

11/344,651
11/509,421
11/509,439
11/510,226
11/728,049
11/784,861
11/789,780
11/900,869
12/355,588
12/361,832
12/389,775
12/419,270
29/334,738
61/058,164
61/115,830
61/133,759
61/137,500
61/137,704

U.S. Patent Nos.:

D366071	5,931,524
D393,888	5,947,795
D397,737	6,042,148
D399,270	6,095,268
D410,047	6,105,982
D410,258	6,120,345
D410,502	6,155,833
D414,221	6,179,331
D415,214	6,186,256
D418,546	6,345,676
D422,320	6,347,679
D426,861	6,377,026
D428,068	6,405,817
D429,774	6,408,967
D431,845	6,412,787
D436,141	6,470,982
D436,386	6,508,320
D436,387	6,508,322
D437,005	6,509,719
D437,006	6,522,244
D437,007	6,554,087
D440,260	6,651,528
D441,808	6,656,010
D443,316	6,771,034
D443,658	6,755,265
D447189	6,973,987
D456,858	6,994,179
D503,661	7,007,767
D505,364	7,195,271
D507,993	7,207,588
4,988,143	7,216,878
5,031,942	7,413,041
5,237,302	7,487,850
5,319,996	7,513,324
5,497,844	7,530,411
5,570,925	RE 36,225
5,571,999	
5,644,114	
5,671,934	
5,699,869	
5,713,588	
5,714,815	
5,718,454	
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5,859,509	
5,928,020	

PCT Patent Application No.:

PCT/US08/60122